

# SERVE YOURSELF AND SAVE AT DELL'S

## FAMOUS QUALITY STOCKS—CAUGHT IN EMERGENCY

### OUR STATEMENT TO THE PUBLIC:

As we enter this New Year, we take stock of our resources and contemplate our plans for a full new merchandising program for the year 1955 . . . Large quantities of new stocks are rolling into the store . . . Our display floors and warehouses are full to overflowing with NEWEST Furniture, previously ordered for this season . . . The only way we can clear up a "BOTTLENECK" store condition, is to move out a large portion of this stock quickly, no matter what the sacrifice. So, we set aside a few days in which we will forget regular prices and values and make such low prices as to compel immediate buying . . . Here is Furniture of quality rarely witnessed in a "SALE."

We cordially invite and urge you to attend this sale, inspect the offerings and share in it.

## THROWN ON THE MARKET AT EXTREME MARK-DOWNS

## FOR QUICK DISPOSAL

### DELL'S ENTIRE \$102,000 STOCK Involved In This Price Smash!

Everything in this large store gets a Big Mark-Down on this occasion . . . Not merely a few "SPECIALS" here and there on a "CLEARANCE" of Odds and Ends . . .

But . . . the complete stock contained in store and warehouse, at prices which may never come your way again.

IT IS ALL OFFERED TO YOU NOW  
At Lowest Prices Ever Made  
By This Old Reliable Firm!

# STOCK UNLOADING SALE

### LIVING ROOM SUITES

Modern and Maple  
2 and 3-PIECE SECTIONALS  
2-PIECE SUITES - BED DIVANS  
Suite Prices from  
\$79.50 to \$299.50

Discounted Up to **50%**

## ENTIRE STOCK

AMERICA'S FINEST FURNITURE  
APPLIANCES, BEDDING, ETC.  
AT FANTASTIC CUT PRICES

### BEDROOM SUITES

Modern and Maple Suites  
All Styles and Finishes  
In All Price Brackets  
Suite Prices from \$54 to \$299.50

Discounts Up to **50%**

## SALE STARTS THURSDAY, JAN. 13th 10 A.M.

## OPEN THURS. - FRI. - SAT. NITES 'till 9 P.M.

## OPEN SUNDAYS 10 to 5

#### 9'x12' Linoleum RUGS

First quality. Choice of patterns and colors. Limit: 2.

Carry Home Special **\$399**

#### METAL BED FRAMES

Complete with casters and adjustable to twin or full size. Limit 2.

**\$488**

Carry Home Special

#### REVERSIBLE 9'x12' RUGS

Imported Cotton

**\$1288**

Red—Green—Beige

#### 24"x36" Hanging MIRRORS

Wood Back

**\$499**

#### Hollywood Twin Studio Couch

2 Smart bolsters. Will sleep 2 people. Choice of colors and patterns. Regular \$89.50 value.

While they last. **\$4950**

#### AXMINSTER 9x12 RUGS

All colors. Newest Patterns. Famous Make

Regular \$89.50 Value. **\$4800**

#### 9'x12' (Approx.) Imported RUGS

French, Italian, Belgium. Beautiful Patterns, Colors, Tone-on-Tones. Values up to \$89.50

Now only, While They Last. **\$39**

#### BUNK BED OUTFITS

—2 Innerspring Mattresses, Guard Rail, Ladder

Regular \$99.50 Complete. **\$6450**

#### Large 30"x40" MIRRORS

Wood Back

**\$777**

#### Smart New Cabana Couch

Foam rubber bolster. Choice of colors. Fine plaid cover.

**\$3900**

#### BABY BED OUTFIT

Full size 6-yr. bed. Innerspring Mattress Plastic Mattress Cover 2 Bumper Pads

You Get All Pieces for this price **\$2777**

#### BABY FURNITURE

Complete Selection.

**AT CUT PRICES**

## BRAND NEW MATTRESS & Box SPRINGS

Sturdy Construction Heavy Ticking **\$13<sup>95</sup>** each piece

SOLD IN SETS ONLY—TWIN SIZE

### MATTRESS AND BOX SPRING SPECIALS

\$59.50 Innerspring Mattress and Matching Box Spring - Guaranteed Construction - Heavy ticking. **\$38<sup>95</sup>** BOTH PIECES.

**\$89.50 Innerspring Mattress and Matching Box Spring**

Beautiful Blue, Coral and Grey Damask Covering. Unconditionally Guaranteed. **\$54<sup>95</sup>** BOTH PIECES.

**\$99.50 Innerspring Mattress and Matching Box Spring**

Smart word scribed Damask ticking. Unconditionally guaranteed as described in "Life". **\$64<sup>95</sup>** BOTH PIECES.

**\$109.50 Innerspring Mattress and Matching Box Spring**

Stylish brown and gold. Bow-Knot tick. 10 Year guarantee. **\$69<sup>95</sup>** BOTH PIECES.

#### ROLL-AWAY BED

With Mattress Complete

Reg. \$24.95 **\$1488**

#### APT. SIZE GAS RANGE

—4 Burner Oven & Broiler

Reg. \$109.50 **\$6900**

#### BOOKCASE HEADBOARDS

—Blonde Finished —Double or Twin

Regular Values to \$39.50 **\$1788**

#### Oval Braided THROW RUGS

While They Last

Limit Two. **ONLY 69c**

#### 6-WAY FLOOR LAMPS

Traditional or Modern. With Plastic Shades

Complete! Regular \$12.95 Value. **\$688**

#### Full Size GAS RANGE

—Insulated Oven —Large Broiler

Reg. \$169.50 **\$9900**

#### 5-Drawer CHESTS

Choice of Maple, Blond or Walnut

Limit 2. **\$1788** ONLY.

#### 8-Drawer Mr. & Mrs. CHEST

Choice of Maple or Blond Finish

**\$2750** ONLY.

#### Crosley Shelvador REFRIGERATOR

Shelves in Door Across-Top Freezer

Only 3 Left. **\$16995**

### FREE DELIVERY

A Deposit Will Secure Any Purchase.

ALL BUSES BRING YOU TO OUR DOOR

COMPLETE HOME FURNISHINGS

# DELL'S

122-128 NO. PACIFIC AVE., REDONDO

### THOUSANDS OF OTHER BARGAINS

Come Browse Around SEE IT WITH YOUR OWN EYES!

ACROSS FROM BANK OF AMERICA

Easy Terms Up to Two Years To Pay